

Last Received: 08/17/2012 7:50 AM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () RNC IE
Product RNC IE
Estimate# 3038
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/3038
Flight Dates 08/18/2012 - 08/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	TH	1135P-1235A	TONITE SHW	:30	\$500.00	08/23-08/23	2	1	2	\$1,000.00	
Rating: 2.8												
	32	F	1135P-1235A	TONITE SHW	:30	\$500.00	08/24-08/24	2	1	2	\$1,000.00	
Rating: 2.8												
	33	M	1235A-135A	J FALLON	:30	\$150.00	08/20-08/20	1	1	1	\$150.00	
Rating: 1.3												
	34	TU	1235A-135A	J FALLON	:30	\$150.00	08/21-08/21	1	1	1	\$150.00	
Rating: 1.3												
	35	W	1235A-135A	J FALLON	:30	\$150.00	08/22-08/22	1	1	1	\$150.00	
Rating: 1.3												
	36	TH	1235A-135A	J FALLON	:30	\$150.00	08/23-08/23	1	1	1	\$150.00	
Rating: 1.3												
	37	F	1235A-135A	J FALLON	:30	\$150.00	08/24-08/24	1	1	1	\$150.00	
Rating: 1.3												
	38	SU	1130P-12A	INSIDER WK	:30	\$350.00	08/19-08/19	1	1	1	\$350.00	
Rating: 2.3												

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---SALES MONTHLY TOTALS---

Aug 12: 47 / \$28,500.00
Sales Totals: 47 / \$28,500.00
Station Totals: 47 / \$28,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$69,512	CATV 0%	WAVY 41%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 6%	WVBT 6%	WVEC 20%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE